

СЕКЦІЯ 2

СОЦІАЛЬНІ СТРУКТУРИ ТА СОЦІАЛЬНІ ВІДНОСИНИ

SOCIAL CONSCIOUSNESS, PROBLEMS AND VALUES IN THE CONDITIONS OF FULL-SCALE WAR

СОЦІАЛЬНА СВІДОМІСТЬ, ПРОБЛЕМИ ТА ЦІННОСТІ В УМОВАХ ПОВНОМАСШТАБНОЇ ВІЙНИ

Scientific research illuminates the problems of society in difficult conditions. What is social consciousness, the main characteristic and the impact of social activity have been investigated. Analysis of people's behavior during stressful situations and their emotional state. The main psychological challenges, social consciousness and problems that have to be faced. We considered the conditions and difficulties under which social consciousness cannot exist. How social values have changed, what standards the community pays attention to now. Social consciousness during wartime is a very important topic. In such a difficult period, people usually face complex challenges that require them to make important decisions and actions. The difficult conditions of military operations have a significant impact, including on values. On the one hand, stereotypes, thinking and psychological state are changing. On the other hand, it can lead to the spread of hatred, hostility and social division. Social consciousness can exist only when there are specific bearers of it – a person, social groups, specific individuals and other subjects. Without the main bearers of social consciousness – specific people – it is impossible. Therefore, social consciousness is able to exist and fully function only in the individual, that is, through the individual consciousness, which is the spiritual world of this particular individual, his views, feelings, ideas, moods. The concept and difficulties of values in modern realities are characterized. In times of war, certain psychological challenges must be recognized and accepted, such as the need to achieve a national group identity; centripetal and centrifugal tendencies of social cohesion; inflated public expectations; consequences of collective trauma; the risk of overemployment and unemployment among the workforce; development of refugees, psychological syndrome of non-return, post-traumatic stress disorder, barriers and destructive ways of social adaptation, low psychocultural level of the population, lack of a single focus, a clearly structured vertical of providing psychological assistance. How does war change public consciousness and the aspects it affects. It is also emphasized what problems war can involve. It has been proven that there are certain psychological challenges, how they should be recognized and accepted. When can there be social consciousness and in what context can it depend in the period of war.

Key words: social consciousness, war, problems and in conditions of war, psychocultural, population, social consciousness, psychological help.

Наукове дослідження висвітлює проблеми суспільства у складних умовах. Досліджено,

що таке соціальна свідомість, головну характеристику та вплив соціальної активності. Проаналізовано поведінку людей під час стресових ситуацій та їхній емоційний стан, основні психологічні виклики, суспільну свідомість та проблеми, з якими доводиться стикатися. Розглянуто умови та труднощі, за яких не може існувати суспільна свідомість, як змінилися соціальні цінності, на які стандарти спільнота зараз звертає увагу. Суспільна свідомість під час війни є дуже важливою темою. У такий важкий період люди зазвичай стикаються зі складними викликами, що вимагають від них прийняття важливих рішень та дій. Складні умови воєнних дій значно впливають у тому числі й на цінності. З одного боку, змінюються стереотипи, мислення та психологічний стан. З іншого боку, вона може призводити до поширення ненависті, ворожості та соціального розколу. Суспільна свідомість може існувати тільки тоді, коли є конкретні її носії: людина, соціальні групи, конкретні особистості та інші суб'єкти. Без основних носіїв суспільної свідомості – конкретних людей – вона неможлива. Тому суспільна свідомість здатна існувати і повноцінно функціонувати лише в індивідуальному, тобто через індивідуальну свідомість, що є духовним світом даної конкретної особистості, її поглядами, почуттями, уявленнями, настроями. Охарактеризовано поняття та труднощі цінностей у сучасних реаліях. Під час війни необхідно усвідомлювати та приймати певні психологічні виклики, такі як: необхідність досягати національної групової ідентичності; доцентрові та відцентрові тенденції соціальної згуртованості; завищені суспільні очікування; наслідки колективної травми; ризик надмірної зайнятості та безробіття серед робочої сили; розвиток біженців психологічний синдром неповернення, посттравматичний стресовий розлад, бар'єри та деструктивні шляхи соціальної адаптації, низький психокультурний рівень населення, відсутність єдиного фокусу, чітко структурованої вертикалі надання психологічної допомоги. Як змінює війна суспільну свідомість та аспекти, на які впливає. Також наголошено, які проблеми може включати в себе війна. Доведено, що є певні психологічні виклики, як потрібно їх усвідомлювати та приймати, коли може існувати суспільна свідомість та за якого контексту може залежати в період війни.

Ключові слова: соціальна свідомість, війна, проблеми в умовах війни, психокультурний, населення, суспільна свідомість, психологічна допомога.

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Formulation of the problem. Strong stressful situations can change the emotional state of every person. Especially during the war, society acquires new psychological traumas. Which are related to both new shocking news and the loss of important components for a full and peaceful existence. It takes a lot of work and finding things that will help distract and balance the nervous system. Because the war raised new difficult problems and changed values for each member of society. Social consciousness during wartime is a very important topic. In such a difficult period, people usually face complex challenges that require them to make important decisions and actions. The difficult conditions of military operations have a significant impact, including on values. On the one hand, they change stereotypes, thinking and psychological state. On the other hand, she can lead to spread hatred, hostility and social split.

Analysis of recent research and publications. The study of the impact of war on society and the values that are formed is dedicated to such authors as S. Kovalevskyi, O. Medvedeva, G. Hayet, I. Volosevych – deputy director of the Info research agency Sapiens., N. Otrishchenko – research associate of the Center for Urban History, Valeriya Lazarenko – researcher at the Leibnitz Institute for Spatial Social Studies in Germany, Ivan Verbytskyi – director of the Cedos analytical center. and other. The works of these authors made it possible to form an opinion about the state of man during the war, the resolution of problems and values acquired during the war.

Presentation of the main research material. The war is a difficult and painful period in the history of every country and has a huge impact on the formation of social consciousness of people, their values and problems. It brings a large number of victims, destruction of property and infrastructure. However, also exist problems which arise in the conditions war, for example, refugee, divorce families, destruction economy and society as a whole. One of the important ones aspects that arise in the conditions war is social consciousness.

Presentation of the main research material. Social consciousness is way thinking of people, which determines their values, ideas about rightness and wrongness behavior, social norms and traditions. In such periods when there is a threat to life and safety becomes very big, people start look at the world from a different perspective perspectives and rethink their views on life.

Russia's full-scale invasion of Ukraine on February 24, 2022 became a fact of global geopolitical instability and challenges. This war tragically and forever changed the lives and destinies of millions of people in Ukraine. Quite a large number of citizens died during hostilities, both inside and outside the occupation, as well

as Russian shelling and violence, thousands of families lost their homes and comfort, and millions of Ukrainians became internally displaced persons or refugees from Ukraine. This is another difficult experience and at the same time a new reality for the indomitable Ukrainian people. Ukrainian society has turned into a strong social layer that is adapted and resistant to military aggression. The new period of life in this mobilized society was again reminiscent of the Maidan, whose everyday life included self-organization, solidarity, mutual aid, donations to the army, and volunteerism on both sides. In the period after the victory of the Revolution of Dignity, the social energy of public activists and civil society, accumulated on the Euromaidan, partially turned into a military volunteer force to protect Ukrainian territories from separatists supported by the Russian Federation, and also became a powerful volunteer movement.

Indicators of good moral relations between people in Ukrainian society during the period of severe military trials are a demonstrative confirmation of social cohesion.

Psychological challenges can be divided into four groups:

- 1) challenges faced by Ukrainians as a community;
- 2) challenges to the mental health of an individual;
- 3) challenges to children's mental health and development;
- 4) challenges faced by Ukrainian psychologists as a challenge to the professional body.

In times of war, certain psychological challenges must be recognized and accepted, such as the need to achieve a national group identity; centripetal and centrifugal tendencies of social cohesion; inflated public expectations; consequences of collective trauma; the risk of overemployment and unemployment among the workforce; development of refugees, psychological syndrome of non-return, post-traumatic stress disorder, barriers and destructive ways of social adaptation, low psychocultural level of the population, lack of a single focus, a clearly structured vertical of providing psychological assistance.

Social consciousness is a set of knowledge, beliefs, ideals, values and norms that are characteristic of a certain social group or society as a whole. Social consciousness is an important aspect of the culture of every nation. It is formed in the process socialization and includes knowledge, ideas, values and norms behavior. It also determines what people think defines right and wrong, normal and immoral relations between people, level development culture, art, science, economy and politics.

Thus, social consciousness not only reflects social existence, but also creates it, performing

an anticipatory, prognostic function regarding social existence.

The anticipatory role of social consciousness is manifested precisely in its social activity. It is mainly related to the scientific and theoretical level of reflection of reality, the subject's deep awareness of his responsibility for the progress of society. Theories and ideas cannot be limited only to an ideal existence, but, reflecting certain interests of people, are able to turn into reality, to be embodied in practice. The activity, functional and regulatory content of the values of social consciousness should be understood as a purposeful influence on social practice, on the course of its development by mobilizing people's spiritual energy, increasing their social activity. The implementation of the regulatory function of social consciousness creates the necessary prerequisites for its functioning as a socially transforming force that has a significant impact on the active and creative activity of people, their worldview, and ideals. All this gives reason to say that in the modern conditions of fundamental, qualitative changes in society, the process of development of social consciousness should be considered as an important condition for the implementation of multifaceted tasks facing humanity, as an active, mobilizing, integrating factor of the progress of society, the affirmation of its freedom.

Social consciousness can exist only when there are specific bearers of it – a person, social groups, specific individuals and other subjects. Without the main bearers of social consciousness – specific people – it is impossible. Therefore, social consciousness is able to exist and fully function only in the individual, that is, through the individual consciousness, which is the spiritual world of this particular individual, his views, feelings, ideas, moods.

In terms of full-scale war social consciousness undergoes significant difficulties and problems. She transformed the system of values by changing evaluations of the past, attitude towards some iconic historical personalities, as well as to influential people instruments which recently had big trust and authority. People are worried stress and injury that affects their thinking and behavior. Changes in public consciousness can be seen in the content of mass media and social networks, after all – in everyday communication.

Social awareness of the conditions of war can depend on cultural and historical contexts. For example, in some countries, war may evoke strong patriotic reactions and support for military action, while in other countries the mood may be more skeptical and critical of military action.

One of the most important components of social consciousness in this context is moral values and norms that determine what is right

and wrong. During the war, these values can be serious undermined, and people can be in a very complex ethical situations. For example, they can face the question of whether it is right to kill people in war or necessary help the enemy in case injuries.

Social consciousness during wartime is a very important topic. In such a heavy period people usually are facing with difficult challenges that require acceptance from them important decisions and actions.

Also the consciousness of society in stressful and long-term situations it is possible appear in the method interaction of people with each other. For example, she can be reflected in the which stereotypes and beliefs about the enemy prevail among population, or as people perceive military power. All of them these aspects social consciousness they can have serious influence on how people behave during war.

Difficult conditions of military operations have a significant impact, including on people's values. On the one hand, they change stereotypes, thinking and psychological state. On the other hand, she can lead to spread hatred, hostility and social split.

Social values are those criteria by which are shared and applied in practice by members of society.

Sociologists and cultural scientists prefer talk about values. It concept used in two sense:

1) that which a person especially appreciates in life or, in particular, in work (labor value) and therefore is one of sources motivation behavior;

2) that which serves as a benchmark proper (high values, «universal values») and therefore corrects behavior.

A system of values and especially values that are considered high, – important element cultures in general and corporate cultures in particular. At the same time important not only list values, and the process their formation and actions that condition motivation, as well as the environment that affects this process. Values relatively easily can be determined using questionnaires surveys or tests.

According to the classification values divided into:

1) absolute – kindness, love, truth, justice, dignity, freedom, honesty ;

2) national – patriotism, national dignity, state-building aspiration, historical memory, competition for unity;

3) civil – rights and freedoms, duties, social harmony, respect for the law;

4) family-family – marital loyalty, care for children, family relationships, memory ancestors ;

5) personal – character traits, behavior, style of private life.

Among numerous classifications values demarcation is common values by two groups:

1) collectivistic – they unite values which correspond to the way of life in the team;

2) individualistic – include values which characterize interests of a particular individual

Forming into a certain historical period, values continued exist, change as well as at the same time are changing objectives generation of people, imitating both positive and negative from life their own predecessors. From the point of view priorities individual values human (personality) always prevail over social ones . Individual values are a connecting link between a person and society, the culture of a particular society. Super valuable the person himself was and remains – her life, activity, creativity – not so much a person as a being biological, how much social

When we talk about values in war, we mean respect, mutual aid, humanity, optimism, courage and resourcefulness. People go to strangers countries, often with minimal wealth and money, not knowing what their is waiting further. Find a job, start study language, send our children to kindergarten and school our future has be based on respect for rights and equality.

Problems associated with full- scale war, they can include :

1. Increase in the number of victims and victims, including military and civilian persons;

2. Destruction of cities, infrastructure and economy;

3. Loss of security and stability in society; Increase in the number of internally displaced persons and refugees;

4. Deterioration of health and well-being of the population.

In addition, war often leads to emotional and psychological injury that can influence the social behavior and consciousness of people .

One of the values that can suffer through war, there is peace. Full-scale conditions war can lead to an increase nationalist and military ideologies that again may lead to further violence . Also may to decrease faith in law and justice, as martial law often leads to the restriction of freedoms and rights of citizens.

However, the war also may cause certain values and ideals, such as national unity and courage

Another important problem is the spread of propaganda and falsification of information. War may cause manipulation mass consciousness and formation negative stereotypes of others social groups that may lead to discrimination and social split.

Conditions full-scale war they can much influence the social people's consciousness, their problems and values. Here some aspects which they can change in such conditions:

1. Instability and threat safety. Conditions war they can lead to a decrease equal safety and promotion degree threats to people's life and health. It may cause panic, fear and psychological

stress, which in turn may influence the social consciousness and behavior of people.

2. Humanitarian problems. Conditions war they can lead to significant deterioration humanitarian situation such as shortage food, water, medical means, housing etc. It may lead to destruction social structure and relations in society, changes values and morals principles.

3. Ethnic and religious conflicts. Conditions of war can lead to armed conflicts between different ethnic and religious groups. It may lead to a split society and change social consciousness, in particular, to increase nationalist moods.

4. Change relations to the authorities. Conditions war they can lead to change relations between citizens and authorities. For example, maybe to increase support authoritarian and dictatorial modes in conditions aggravation conflict and instability.

In such conditions importantly save social consciousness, in particular, by preserving moral values.

Also, language can be attributed to values, as important and tool war which used to achieve different goals. The main ones methods using languages during the war include the following:

1. Propaganda: Language can be used for distribution propaganda and ideology that _ strengthen support war in the masses population. It may include the use of different rhetorical means which help increase emotional impact on the audience and change her views on war.

2. Propaganda against the enemy: Language can be used to discredit the enemy and increase hatred for him in the masses population. It may include the use of stereotypes, information about crimes committed by the enemy, and others methods.

3. Military Communication: Language plays an important role in military communication, which aims to ensure effective coordination between military units and command

4. Intelligence: Language can be used for collection information about the enemy. For example, analysis language and communication military may help understand their location, plans actions and intentions

5. Cultural influence: Language may be used for changes cultural views and values population. For example, using languages for propaganda ideologies may change perception people of social, economic and political questions.

Conclusion. After analyzing the topic of the work, we can conclude that the war changed not only the world, but also the character of each person. After the hard times experienced in society, values have changed, new problems have appeared, and the previous ones seem trivial. We used to long for a big house, a car, money and a good job. Now we seek freedom, justice, security, national identity and strength

and strength for the people of Ukraine. After considering the scientific work, we can conclude that now we are surrounded by other problems. For example, how to find familiar people in a foreign country. Now social consciousness has evolved and moved to a new stage of life.

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